

Consil, Las Vegas, NV - Television Order  
 Client: Judge Ann Zimmerman Market: 25+ Likely Voters  
 Buyer: Theresa Campagna, (702)324-1474, T\_Campagna85@hotmail.com

To: Kevin Goodell, KVBC NBC Ch. 3, Email: kgoodell@mvnews3.com  
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Flight Dates: 10/15-11/6

Station	DayTime	Code	Adults 25-54		Gross	Units / GRPs	Units / GRPs / Gross Cost by Week - Monday Dates										Length: 30s	Total Units	GRPs	Gross Cost		
			GRPs	Cost			2012	10/15	10/22	10/29	11/5	11/12	11/19	11/26	12/3	12/10	12/17	12/24	12/31			
KVBC NBC 3-30	Net 4:30-5a Wagners	0-EM	1.2	\$200.	\$200.	3	14.7	14.7	18.3	13.9	2	2	2	1	1	1	1	1	1	7	84	\$1,480.
KVBC NBC 3-30	M-F 5-6a Wagners	0-EM	1.0	\$450.	\$450.	9	14.7	14.7	18.3	13.9	1	1	1	1	1	1	1	1	1	2	5.2	\$950.
KVBC NBC 3-30	M-F 6-7a Wagners	0-EM	2.6	\$750.	\$750.	10	14.7	14.7	18.3	13.9	1	1	1	1	1	1	1	1	1	4	10.4	\$2,850.
KVBC NBC 3-30	M-F 11a-12p Rachael Ray	1-DT	1.2	\$325.	\$325.	11	27.1	27.1	27.1	27.1	2	2	2	2	2	2	2	2	2	7	3.4	\$2,275.
KVBC NBC 3-30	M-F 8-11a Today II	1-DT	1.8	\$425.	\$425.	12	28.6	28.6	28.6	28.6	1	1	1	1	1	1	1	1	1	4	7.2	\$1,700.
KVBC NBC 3-30	M-F 3-4p Dr. Phil	2-EP	1.6	\$450.	\$450.	13	28.6	28.6	28.6	28.6	1	1	1	1	1	1	1	1	1	4	8.4	\$1,680.
KVBC NBC 3-30	M-F 4-5p First News	2-EN	2.2	\$725.	\$725.	14	33.0	33.0	33.0	33.0	1	1	1	1	1	1	1	1	1	4	3.8	\$2,800.
KVBC NBC 3-30	Sa-Su 5-6:30p Early News	7-WKD	1.7	\$675.	\$675.	15	39.7	39.7	39.7	39.7	1	1	1	1	1	1	1	1	1	4	6.8	\$2,700.

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